

## **DenizBank Bonus cards exceed 5 million in number**

**Having collaborated with Bonus, one of the most important loyalty programmes in Türkiye 20 years ago, DenizBank has reached 5 million cards with Bonus features offered to retail and commercial customers.**

The Bank's card range offers Deniz Private, Black, Platinum, Gold, Pension Bonus and fan cards for consumer banking customers and Business cards for customers' commercial banking needs.

With the digital versions of the vertically designed credit cards, which were launched in 2021, DenizBank offers direct use through its mobile application without any transaction and actual card needed, following the approval process.

**"We will continue to produce and support those that produce, with our vision of responsible banking"**

Stating that it is Denizbank's 25<sup>th</sup> anniversary this year, **DenizBank Executive Vice President in charge of Retail Banking Group Ayşenur Hıçkırın** expressed their happiness that DenizBank Bonus cards are used by 5 million customers, a milestone befitting this very special year. Commenting that they focus on four main principles, Hıçkırın said, "Our first priority is to be a part of our customers' lives and becoming the living bank that is by their side whenever they need. This comes with the transparent banking approach that is sensitive to their needs and values their insight. On the other hand, it is important that we are present in the ecosystems and products used by our customers and offer reliable banking. This can be done through our ecosystem approach, in other words, we must stop seeing collaborations as threat and interact with the right solution partners. The collaboration we started with the Bonus brand in 2002 is a significant indicator of our trust. The third important item on the agenda is data, which we consider as today's oil. We are aware that we must benefit from data science if we wish to reveal our customers' needs before they even demand them and establish a financial bond in a trust relationship. Last but not least, with the banking system now welcoming the new generation – born into digital and mobile technologies, highly adaptable to innovation - we try to focus on prioritising the sincerity and agility that they expect from us. Going forward, we are aware that banks with principles, that are local, collaborative, sensitive to global responsibilities and aligned with environmental and social values will be preferred over others. We will continue to produce and support those that produce with the responsible banking vision, focusing on future technologies."